

VISIT OUR FURNITURE STORE, ACROSS THE STREET

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A Sale Event of Tremendous Money Saving Interest, With All-Eclipsing Values in the Most Wanted Fall and Winter Merchandise, Demonstrating as Never Before the Ability of "THE DEPENDABLE STORE" to Serve You Best

Every resource and facility of this alert organization has been utilized to make this the greatest Challenge Sale we have ever known. Long weeks of careful planning and large buying at vastly lowered prices result in values that defy the keenest competition, and make this event stand out as the most wonderful merchandising achievement of our entire career. On these pages we tell of hundreds of articles that in many instances positively cannot be bought from the manufacturers for the same low prices we name.

Every item in the great Challenge Sale offers convincing evidence of the marvelous money-saving advantages of this unique underselling event.

We cannot fill mail or phone orders for Challenge Sale bargains.

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| Spools of Sewing Silk 2 Spools 6c THIS COUPON and 2c for TWO regular 5c spools of Brainard & Armstrong's Sewing Silk, in black and colors. Notion Dept. First Floor. (T) | 10c to 15c Dress Shields 5c pr. THIS COUPON and 5c for light-weight Dress Shields, good quality, machine covered. Regularly 10c to 15c a pair. (Notion Dept.) (T) | 5c Bottles of MACHINE OIL Two Bottles 5c THIS COUPON and 5c for TWO regular 5c bottles of Sewing Machine Oil, superior grade, will not gum. Notion Dept. (T) | STORE HOURS: Open 8:45 A.M.; Close 5:45 P.M. "IT PAYS TO DEAL AT GOLDENBERG'S" Goldenberg's BOTH SIDES OF 7th. AT 2 STREET "THE DEPENDABLE STORE" Special Engraving Offer! Your name engraved on copper plate and fifty cards; workmanship of the highest class. Our regular price is 75c. For the Challenge Sale, Stationery Dept., 1st Floor. 49c | 25c Bottle of Perfume 13c THIS COUPON and 13c for one-ounce bottle of Babcock's "Trailing Arbutus" Perfume, a new and delightful odor you will like. Regular 25c value. (T) | 5c Table Tumblers Six for 9c THIS COUPON and 2c for SIX Crystal Glass Table Tumblers in the popular colonial shape. Full size, clear quality. Regularly 5c each. Total value, 30c; for 9c. Basement. (T) | Free Present THIS COUPON at the Toilet Goods Department tomorrow and receive free a trial cake of "Sempre Giovina" The queen of beautifiers. A complexion cream in cake form. Highly recommended. (T) |
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9x12 Feet Rugs at \$3.65

The Greatest Challenge Sale of Floor Coverings on Record

They are Seamless Art Rugs, made of firm woven, serviceable fabric that will look well and wear well on the floors of library, den, or sitting room. 9x12 feet largest room size, in medallion and conventional designs and best colorings. Strictly reversible, thus giving double wear. Regular \$6.00 value, at \$3.65.

\$16.50 and \$18.00 All Wool Brussels Rugs

9x12 WOOL BRUSSELS RUGS, strictly perfect; in conventional and medallion designs. Colorings to suit any room decoration. Extra close-woven grade. Regular \$16.50 and \$18.00. Challenge Sale price. **\$10.45**

9x12 FINE QUALITY AXMINSTER RUGS, close pile, all-wool fabric, in Oriental and floral designs; colorings to harmonize with any color scheme. The well-known Alex. Smith & Sons make. Regular \$30.00 value. Challenge Sale **\$17.95**

30x60 Old Time Rag Rugs, light and dark hit-and-miss colorings; arrow design borders. Suitable for bed or bath rooms. Regular 79c value. Challenge Sale price. **48c**

\$2.00 Couch Covers At \$1.29

Lot of handsome oriental stripe and figured Tapestry Couch Covers, 50 and 55 in. wide and 24 and 3 yds. long. Plain or fringed styles. Heavyweight reversible tapestry, in the best colorings. 4th Floor.

30c Window Shades Challenge Price, 21c

3x4 ft. opaque cloth Window Shades, mounted on guaranteed spring rollers, extra smooth finish cloth, in white, ecru, light or dark green. Complete with crochet ring to match. 4th Floor.

Regular 50c Crib Blankets 27c Each

The lowest price ever named for these Crib Blankets. Excellent quality soft wool-nap, size 30x40 in., in pink or blue Teddy Bear and other nursery designs. Limit—One to a buyer.

\$2.00 Satin Crepe Meteor

Full 40 inches wide, in all colors, yd., at **98c**

The lowest price ever named for this fashionable silk—the Challenge Sale's biggest silk sensation!

40 inches wide imported Crepe Meteor, an extra fine crepe weave grade, with rich satin face; all pure silk quality for stylish street and evening dresses. The color assortment includes:

White, light blue, pink, Alice, old rose, mais, nile, wisteria, gray, reseda, battleship gray, Russian green, taupe, African brown, Belgian blue, Copenhagen, navy, and black.

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| 40-inch Black Peau de Cygne, heavy satin face quality, all silk, soft, clinging finish. For gown and coat. Regular price, \$1.50 yard. Challenge Sale price, 89c | 40-inch Silk Marquettette, extra fine, close-woven grade; in white, light blue, pink, Copenhagen and black. Regular price, \$1.00 yard. Challenge Sale price, 69c | 40-inch Black Taffeta Silk, extra heavy soft tissue finish, pure silk grade, guaranteed to wear. Regular price, \$1.25 yard. Challenge Sale price, 79c |
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Values Without Equal in This Great Challenge Sale of Stylish Winter Coats

For Values Worth Up To \$18.00 **\$7.50** For Values Worth Up To \$22.50 **\$11.50**

Immense assortments of Fur Fabric and Cloth Coats, many of them smartly fur trimmed; and all of the newest style. Ours is the largest stock of women's and misses' coats in the city—and in this Challenge Sale the prices are the very lowest ever quoted right at the beginning of the season for coats of such superb style and superior quality. No woman or young miss with a winter coat to buy should miss sharing these startling values!

There are Coats of Sait's Alaska, Sait's Pressee, Ural Lamb, Corduroy, Astrakhan, Zibeline, Broadcloth, and Novelty Mixtures—many with borders, collars, and cuffs of fur fabrics, and lined with fine quality materials.

There are models for every occasion—for street, sport, storm or dress wear—in every variation of the new winter styles.

Boys' Clothing Never So Low Priced As In the Great Challenge Sale of Boys' School Suits

\$3.00 & \$3.50 Values at \$1.49

Boys' good, serviceable quality School Suits, of heavy-weight materials, in a good assortment of neat dark patterns. Sizes 7 to 16 years. They're strongly sewn and well tailored suits for school and general wear, and cannot be equaled elsewhere for less than \$3.00 and \$3.50. Challenge Sale price, \$1.49.

Juvenile Overcoats, Cossack style; sizes 2½ to 8 years. Regular \$3.00 value. Challenge Sale price... **\$1.69**

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| Boys' heavy Wool and Wool Mixed Suits, yoke Norfolk style, with two pairs of knickerbocker pants; all dark patterns and winter weight. Sizes 7 to 17 years. Values worth \$3.00 and \$4.50. Challenge Sale price... \$2.85 | Boys' Waterproof Raincoats, tan rubberized cloth and black gum lining; sizes 6 to 16 years. Regular \$2.00 value. Challenge Sale price... \$1.95 | Boys' Narrow Window Ties, in blue, black, green, cardinal, brown and white. Good quality silk poplin. 16c each. Challenge Sale price... 5c | Boys' Fancy Casimere English Knickerbocker Caps, worth 25c each. Challenge Sale price... 10c |
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Challenge Sale Art Goods

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| 1c Imported Scarfs, Shamsa and Gengara; with lace trimmings and pretty designs in Italian cut. Challenge Sale price, each. 29c | 2c Japanese Linen Hand-drawn Lunchon Cloths, elaborate designs in drawwork; 45 inches square. Challenge Sale price... 95c | 1c Japanese Blue Print Scarfs, with floral designs. Past colors. Challenge Sale price, each. 9c |
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A Ringing Challenge From the Knit Underwear Department—Women's \$1 Fleeced Cotton Union Suits, 49c

Women's Bleached Fleeced Cotton Union Suits, with high neck and long sleeves, ankle pants, also Dutch neck and elbow sleeves, ankle pants. Trimmed with silk-taped neck. Sizes 4, 5, and 6. Snug-fitting, perfectly shaped garments of just the right weight for winter wear. Challenge Sale price, 49c a suit.

Women's Fleeced Cotton Underwear, bleached and unbleached; shirts high neck and long sleeves, ankle pants; sizes 4, 5, and 6. Regular 29c value. Challenge Sale price... **29c**

Women's Fleeced Cotton Underwear, shirts with high neck and long sleeves, ankle pants; bleached and unbleached; odd sizes. Regular 35c value. Challenge Sale price... **19c**

Women's Bleached Cotton Corset Covers, medium weight, high neck and elbow sleeves, taped neck and waist line. Regular 50c value. Challenge Sale price... **25c**

Women's Bleached Fleeced Cotton Union Suits, high neck and long sleeves, ankle pants and drop seat; sizes 2 to 16 years. Regular 50c and 55c value. Challenge Sale price... **35c**

Boys' Heavy Fleeced Cotton Union Suits, high neck and long sleeves, ankle pants; unbleached and silver; sizes 2 to 14. Regular 50c value. Challenge Sale price... **35c**

TOYS AND DOLLS

At Challenge Sale Prices

Character Dolls, painted faces and hard-to-break heads; stuffed bodies; dressed in various soldier uniforms. Worth \$1.00 each. Challenge Sale price... **39c**

Regular 60c Game of Par. 39c

Express Wagons, iron body and tin sides; 10x12-inch bodies and 7x10-inch wheels. Strongly made. Worth 89c. Challenge Sale price... **59c**

Safety Trigger Air Rifle, shoot B. R. shot. Regularly 75c each. Challenge Sale price... **49c**

Dolls' Folding Brass Beds, 13 inches long; mattress canopy, and pillows, covered in various colors of silkline. Worth 29c. Challenge Sale price... **15c**

Character Dolls, composition head and stuffed body; seated on tin handcar. Regular 69c value. Challenge Sale price... **33c**

\$3.00, \$3.50 & \$4.00 Lace Curtains \$1.88

Now for the greatest curtain values ever known—a Challenge Sale offering of 600 pairs of finest grade Cable Net and Scotch Lace Curtains. In white, ivory, ecru, and Arabian shades; 2½, 3, and 3½ yards long, in novelty sill lengths to the long elaborate worked designs. All made of best double round thread.

A maker's surplus of curtains. In one to 12 pairs of a pattern. Be here early for first choice of these wonderful values at \$1.88 a pair.

Manufacturer's Curtain Samples

of Curtains Sold by the Pair at \$2.00, \$3.00, and \$4.00

Challenge Sale Price **29c Each**

A leading mill sent us their road and office samples of Cable Net and Nottingham Lace Curtains, which we offer tomorrow at the smallest fraction of the price usually charged for the same qualities when sold by the pair.

They are 1½ to 2 yards long and 40 to 54 inches wide, and come in white, ecru, and Arabian shades. Early buyers will find as many as 12 of a pattern. Very desirable for basement, hall, or bathroom windows, also useful for vestibule panels, scarfs, and draperies.

On sale First Floor, Bargain Tables.

Fine Grade Wool Blankets Regular \$6 Value at... \$3.98

Just when warm bedwear is needed comes this remarkable challenge event—an offering of fine quality Wool Blankets at \$3.98 a pair. Extra heavy weight and large size—72x80 inches for double beds. In white, with pink or blue borders, finished with silk-bound ends.

Regular \$2.50 Wool-nap Blankets at \$1.69

Fine grade selected Woolnap Blankets, with soft French combed fleecy-finish, contains the warmth of all wool. Choice of white, tan, or gray, with various color borders. Double-bed size, with silk-bound ends. Challenge Sale price... **\$1.69**



5c Laundry Soap Two Cakes For 5c

THIS COUPON and 5c for TWO cakes of Cincinnati Olean Laundry Soap; regular price, 10c a cake. Basement—Grocery Dept. (T)

Misses' and Children's Signet Rings 19c

Worth up to 50c Initial Engraved Free While You Wait Gold Shell Signet Rings, for misses and children; in a variety of neat designs. All sizes. Every one guaranteed to wear, and a new ring free for any that fail to give satisfaction. Jewelry Dept., 1st Floor.

2,500 Black Silver Velvet Hats

Made to Retail at \$4.00. In the Challenge Sale at **\$1**

Every hat fresh, new, and of the latest style—a special purchase bought especially for the Challenge Sale. The assortment includes only the newest shapes, in large dress hats, Continentals, straight and rolled brim Sailors, and other favored styles.

Made of superior quality velvet, in shapes only seen in the better class of untrimmings millinery.

Every hat a regular \$4.00 value. For the Challenge Sale, choice at ONE DOLLAR.

Handsome Draped Velvet Turbans Regular \$4.00 Values at \$1.65

The smartest and most becoming hats for every-day and dress wear. In making these hats our milliners took as models some of the most charming styles which are selling much higher prices and reproduced them for the Challenge Sale to sell at the astonishingly small price of \$1.65.

They are made on frames draped in a skillful way so that little if any trimming is required.

SMALL BLACK VELVET HATS, in the popular Sailor shapes, made of good quality silk velvet. All the most stylish shapes. Regular \$1.48 values. Challenge Sale price... **69c**

Extra Large Ostrich Plumes Worth \$3.50 at 95c

Fine quality Ostrich Plumes of large size, in black, pink, white and light blue. The most favored trimming for the new winter hats.

One of the Challenge Sale's biggest bargain attractions. Actual \$3.50 value at 95c!

Large Ostrich Pom-Poms, finished with feathers and other soft feathers. Colors are white, black, pink, and champagne. Regular \$1.00 value. Challenge Sale price... **39c**

Children's Winter Apparel

At Challenge Sale Prices

Misses' and Children's Middy Blouses, of white galala cloth, regulation style; some with blue trimmings; sizes 6 to 20 years. Regular \$1.00 value. Challenge Sale price... **69c**

Infants' White Coats, of elder-down, double-breasted style with good quality buttons; turn-over collars and cuffs. Warmly lined. Sizes 6 months to 3 years. Regular \$2.50 value. Challenge Sale price... **\$1.98**

Children's Flannelette Nightgowns, pink and blue assorted striped effects; double yokes; trimmed with braid; sizes 2 to 6 years. Worth 25c each. Challenge Sale price... **29c**

Little Girls' Tab Dresses, of ginghams, in plaids and checks; plaited skirts and trimmed with contrasting colors. Sizes 2 to 6 years. Challenge Sale price... **44c**

Misses' and Children's Flannelette Nightgowns, plain white and assorted colors; sizes 2 to 16 years. Regularly 69c. Challenge Sale price... **44c**

Girls' Corduroy Tam o' Shanters, in brown, rose, Copenhagen, navy blue and black. Finished with large button; neatly lined. Worth 49c each. Challenge Sale price... **49c**

Regular \$2 Imported GOLF CORD CORDUROY Challenge Sale Price \$1.25

Genuine Imported Golf Cord Corduroys, the scarcest pile fabric on the market today, and the most fashionable for making suits, dresses and coats. Colors include plum, Russian green, African brown, battleship gray, taupe, navy blue and black.

Truly a wonderful Challenge Sale offering at \$1.25 a yard.

27-Inch Satin Brocade Tussah Regularly 39c a Yard, Challenge Sale Price 16c

A handsome silk and linen fabric that has exact appearance of the more expensive silk goods and wears much better. Ideally suited for street, afternoon, and party frocks. 27 inches wide, in wanted street and evening shades. Challenge Sale price, 16c a yard.

36-inch White Pajama Checks, a soft finish, close woven quality, for undergarments. Sold regularly at 94c 19c yard. Challenge Sale price... **94c**

40-inch White Dotted Swiss, extra fine sheer quality, neat, small dots. Worth 75c yard. Challenge Sale price... **94c**

No. 200 Genuine English Longcloth, full 36 inches wide; fine chamol finish grade. Warrented 12 yards in each piece. Worth \$1.50. Challenge Sale price... **79c**

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